

REGINA

MOOSE JAW



Prairie Breezes

ISSUED MONTHLY
IN THE INTEREST OF THE EMPLOYEES OF

THE **T. EATON CO.**
SASKATCHEWAN LIMITED

SASKATOON **September**

1949

PRINCE ALBERT



PRAIRIE BREEZES

PUBLISHED IN THE INTEREST OF EMPLOYEES OF THE

VOL. III

THE **T. EATON CO.**
SASKATCHEWAN LIMITED

Number 9

Regina—**Mary Tereschuk**
Prince Albert—**Carl Schurer**

Moose Jaw—**Mary Crane**
Saskatoon—**Harvey Baillod**

Thanks

To the editors of the Regina, Moose Jaw and Prince Albert sections of "Prairie Breezes," Miss Alice Davies, Miss Mary Crane and Mr. Carl Schurer . . . to the editors of the Order Office sections . . . to the members of the store who send in those little news items we all like to read . . . to the production and publishing firms whose technical knowledge make the printing of this magazine possible . . . a sincere "Thank You" for all your good work and co-operation through the past three years.

—D. F. Simmons

"How to Stay Young"

YOUTH is not a time of life—it is a state of mind; it is a temper of the will, a quality of the imagination, a vigour of the emotions, a predominance of courage over timidity, of the appetite for adventure over love of ease.

Nobody grows old by merely living a number of years; people grow old by deserting their ideals. Years wrinkle the skin, but to give up enthusiasm wrinkles the soul. Worry, doubt, self-distrust, fear and despair—these are the long, long years that bow the head and turn the growing spirit to dust.

Whether seventy or sixteen, there is in every being's heart the love of wonder, the sweet amazement at the stars and the starlike things and thoughts, the undaunted challenge of events, the unfailing childlike appetite for what's next, and the joy and the game of life.

You are as young as your faith, as old as your doubt; as young as your self-confidence, as old as your fear; as young as your hope, as old as your despair.

So long as your heart receives messages of beauty, cheer, courage, grandeur and power from the earth, from man and from the Infinite, so long you are young.

When the wires are all down and all the central place of your heart is covered with the snows of pessimism and the ice of cynicism, then you are grown old indeed and may God have mercy on your soul!

—An Article From *Readers' Digest*
with thanks to *Contacts*.

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JA



By HARVEY BAILLOD

Popular Editor Leaves for B.C.

On the inside cover you notice a "Thanks" from DOUG SIMMONS, our Saskatoon editor and Prairie Preezes compiler since its origin three years ago, who has left for a new appointment in the British Columbia Division. Now its our turn to thank Doug for the tireless effort and sincere interest he took in helping to pioneer this staff booklet in Saskatchewan; his technical knowledge and good judgement have kept it a publication of which we are proud. Many thanks Doug—you'll be in touch with us through the pages of Prairie Breezes.

At a managers get-together at the home of J. Gerecke, Doug was presented with gifts from the entire staff along with well wishes for the future.



SYMPATHY

Deepest sympathy to MR. T. NICHOLAS, Meat Department, in the recent loss of his wife, at Duncan, B.C.

GOOD LUCK TO GEORGE GRAY

Receiver 267 department who left the store to study Commerce and personnel work at the University of Saskatchewan.

ALSO OUT TO NEW JOBS

Goodbye and good luck to DAVE MAHER, Traffic Office, who left the store recently to reside in Calgary.

BILL REILLY of the carpenters, also left for new fields and will reside in Vancouver. We wish you well Bill, and hope to hear from you from time to time.

TOOK THE MARRIAGE VOWS

Weddings of interest throughout the store that took place since the last issue of "Prairie Breezes".

ELSIE BOXELL, General Office, made a very attractive bride when she became the wife of Arthur H. Serack. Her gown was of traditional white satin, and her veil floor-length. She carried a bouquet of red and white roses and carnations.

EDNA DYVBIG, Cashiers, pretty in a street length dress of grey crepe with black and pink accessories and a lovely corsage of pink roses became the wife of Cyril Graham on August 20th. To Mr. and Mrs. Graham goes every good wish for health and happiness.

SHOWER FOR JEAN McINTOSH

A delightful shower was held recently at the home of LOIS FELTHAM, 379 Dept., honouring JEAN McINTOSH, bride-elect. The evening was spent compiling a bride's book for Jean, contests and games were thoroughly enjoyed. Delicious food was served from a prettily appointed tea table, and Jean, after being graced with a corsage of pink roses, was presented with a beautiful pair of blankets from the girls in her department.

We hope in the next month's issue of the "Breezes" we will be able to show the wedding pictures of Jean and Lorne.



The healthy tomatoes at the left are just part of the bountiful crop grown by Mr. R. Pike, head of the General Office; and shown at right

"in his element". One of the staff's many gardeners, Mr. Pike has proof here that he really can grow 'em.

Mr. Nicholson, as the snap shows was on hand to bid farewell and the best of luck to Mr. G. Dobbin, as the latter left to take up his duties as head of Foodateria Department in Port Arthur.



With 9 years of grocery store experience behind him Gordon joined Eaton's in 1941 as assistant in 379 Department at Moose Jaw. In January 1944 he was transferred to Prince Albert as head of Foodateria Department, and later in November 1945 moved to Saskatoon as assistant to Mr. Nicholson in Foodateria, where he stayed until his appointment in Port Arthur.

Good luck in your new work, Gordon.

OF INTEREST TO GOLFERS . . .

My-oh-my! Here we are well into September and a fair amount of games remain to be played in the store Golf Competition, especially the consolation event. Come on fellows, let's go! No one wants to be playing in the finals through snowdrifts, with golf balls in technicolor.



LOOK WHO'S HERE!

On his hands and knees and really going places — None other than Glen Allan Robb, the big 10-month old son of Ken Robb, 267 Department, and Mrs. Robb who used to work with us in 212 Department. A fine wee Eatonian, Ken and Bobbie).



Pictures are part of a great number taken by Miss Betty Smith on her recent holiday at the West Coast. At top is a section of the beautiful "Ocean View Cemetery," and below "Lost Lagoon" in Stanley Park.



From an interested admirer, to pupil, then on to teacher in three and one-half season at the Craft Guild Club is the record Mrs. "BAMMY" BOWES of 201-237 office has in connection with her hobby. Or more correctly speaking hobbies, for as the pictures show, the wide scope of her talents include; clay modelling, ceramics, shell, and leather work.

Much has been said in previous articles of Hobbies Unlimited about clay modelling, ceramics and shell-work as other hobbyists have been featured but leather work is something new.

First starting with a napkin ring of leather "Bammy" as she is popularly known advanced to the beautiful handbags and accessories shown at left.

The process of pressing a design into the leather is accomplished with tools after the leather has been well dampened from the reverse side. It requires untiring patience along with a stout wrist, but will remain there the life of the leather. After the design is finished, and the bag the desired shape, a light and heavier leather lining are made the same size; then all fasteners, fixed mirrors or carrying straps are put in place and the three leathers punched for the meticulous job of lacing.

"Bammy" hopes to assist in the teaching of this art this season, and venture into carved and relief leather work, other more advanced forms, and we know that she will succeed as she has with all the other crafts shown here.



MELFORT ORDER OFFICE REPORTS

The Melfort kiddies and grown-ups too, have been making good use of the local swimming pool during the extreme hot weather.

Even with thermometers registering 95 in the shade, we have a considerable number of customers eagerly enquiring when the new Fall and Winter catalogues will arrive. We wonder if thoughts of winter help to keep them cool.

(More Order Office News After Prince Albert Section.)

Two "Saskeatonians" . . . I.C.S. Award Winners



Jean B. Campbell sharing Fourth Prize, \$10.00 with totals between 590-594, out of a possible 600. Total 593.



Mr. C. S. Beerling sharing 6th prize of \$5.00. "A" for all five lessons (500 points) and between 85 and 89 on the final. Total 587.

Listed are some of the readers of Prairie Breezes that took advantage of the I.C.S. Retail Selling Course and did so well. We wish to particularly congratulate these two for their above average marks.

Miss J. B. Campbell	93
Harry Rhoden	87
Allan V. Atwood	86
Miss Phyllis	
Schwinghammer	76
E. Adamson	75
Miss J. H. S. Ball	85
J. C. MacKay	70
Mrs. M. Owen	70
H. W. Coxford	78
C. S. Beerling	87
Cliff Yanke, Yorkton.	
A. Cross, Moose Jaw.	

Conducted by the International Correspondence Schools the course took eighteen months to complete and was based on five units.

1. Retail Salesman and His Opportunities.
2. What the Successful Salesman Should Know.
3. Meeting the Customer.
4. Building An Effective Sales Talk.
5. Building Bigger Sales.

Thirty-two Eatonians won awards in this Salesmanship course and we are proud that four of our "Prairie Breezes" readers were among them.



ANOTHER HOLIDAY SNAP

This snapshot, taken on her holidays, was sent in by Miss Marie Van Veen, 236 Department, and will be of interest to many Saskatoon Eatonians, for it shows two more of our former staff.

From left to right are shown Miss Van Veen, Mrs. J. Hird (nee Maxine Blackmere) formerly 267 dept., Mrs. Van Veen, and Jimmy Hird formerly of Saskatoon advertising . . . the snap taken on the steps of the Hird home in Vancouver.

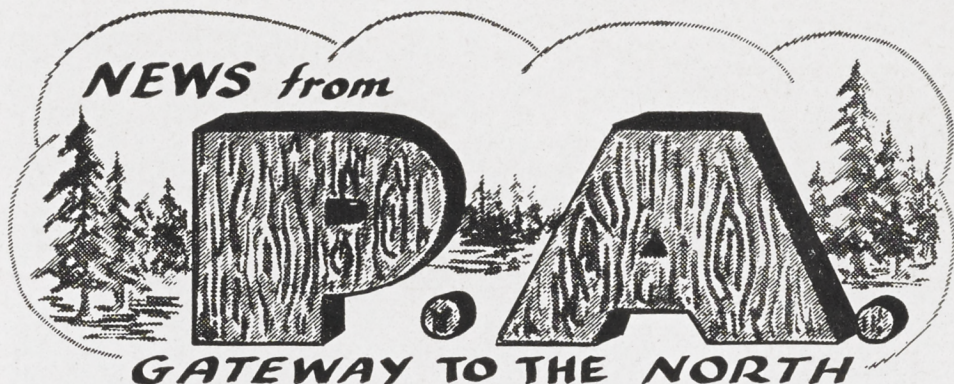
From "Behind the Doors at EATON'S"

Reading the article "Behind the Doors at Eaton's" featured in Coronet magazine we noticed these interesting observations by the writer:

"It is estimated that every other Canadian is an Eaton customer, and the rest, at some time during their lives will buy at least once from EATON'S.

"Although Eaton's never made public any figures on its business turnover the company showed an annual turnover of some \$300,000,000 and the magazine says "When a big department store in the U.S.A. has a million dollar day that achievement is duly recorded in the newspaper financial pages. At EATON'S on the contrary, any day which does not gross \$1,000,000 would be news."

"Today EATON'S has grown into an empire of 300 big and small stores and order offices across Canada, staffed by 40,000 employees, 5,000 have been with the store for a quarter of a century or more."



"THE GOOD OLD SUMMERTIME"

will be well behind us ere this copy of "Breezes" leaves the Press . . . and the gold and brown days of Fall will be with us on every hand. We hear too that our Entertainment Committee are going into a huddle to discuss the pros and cons of the Winter program. Good luck to you. We, the Staff, are mighty interested in what you have to offer.

"BO" CARLSON SAILS FOR SCOTLAND . . .

Yes, sir, this husky athletic son of MR. S. CARLSON (244 Dept. Head) will be in the Land of the Heather by the time this item is published. "Bo" wil play hockey with the Falkirk Lions during the 1949-50 season . . . which season by the way involves him in some 70 games . . . over a period of 8 months.

By C. F. SCHURER

CONGRATULATIONS . . .

to MR. W. McFETRIDGE (Asst. Store Manager) on winning the McDonald Trophy. This trophy is open to members only of the Prince Albert Golf Club and we understand that Mr. McFetridge played a pretty sweet game to take home the "silver jug".

HATS OFF TO MR. R. CARSON . . .

Our genial Store Receiver for his energetic efforts with the Prince Albert Junior "Anavets" Ball Club. Bob undertook the job of coaching the lads this Spring and a splendid job he is doing. Much hard work has been involved, but Bob says it has been well worth it. The team has played as at this date 43 games, winning 22 and tied three. In Tournament Play they have won 4 firsts, one second and one third, which is very encouraging to Coach Carson. The lads are all aged 20 years or under and come from Prince Albert and District. So we salute you Bob, for a splendid hobby . . . and who knows, it may pay off later too . . . with another "Babe" or "Joe".

HOLIDAY VISITORS . . .

We were glad to welcome from Saskatoon: Mr. M. Lytle (212 Dept. Head) and Mr. W. G. Hackney (229 Dept. Head). From Regina: Mr. W. Woods (237 Dept. Head). From Winnipeg: Mr. C. S. Carswell (Group Manager Dept. 210). From Nanaimo, B.C.: Miss Eileen Digby, formerly with P.A. General Office. Eileen will be married in Prince Albert on September 21st and will return to Nanaimo "to settle", with lucky-husband-to-be, Mr. Glen Hall.

PRIZE WINNERS

At the recent Lobstick Tournament held at lovely Lake Waskesiu, were MR. G. D. NELSON, Store Manager, who won the fourth flight and MR. B. J.

BLACKMAN, 270 Dept. Head, runner-up in the 5th flight. Congratulations, gentlemen!

"THE BEST THINGS IN LIFE ARE FREE" . . .

so goes the popular song, which brings to mind the value of a SMILE . . . and that's Free. Take, for instance, the almost constant smile on the face of BILL GILLINGHAM in Department 270. More than one customer has commented on Bill's big grin, which has unquestionably winning ways.

Customers and salespeople alike benefit by a SMILE, whether in the act of meeting, parting or SELLING. Smiling people are a tonic to themselves and others. Read this again and see if you "belong"?

HOLIDAY SCENES FROM P.A.

VACATIONERS

Whether on holidays in the east of Canada, the States, or even in our own Saskatchewan, Prince Albert vacationers rested and roamed and brought back many snaps, a few of which are shown at right.

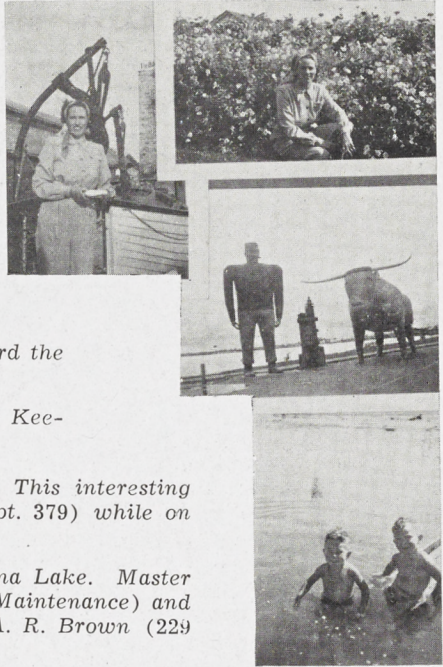
They are as follows:

"A" Miss Ivy Woodley, Head Cashier, on board the "Argyle" at Kenora, Ontario.

"B" Another snap of Miss Woodley, taken at Keewatin, Lake of the Woods.

"C" "Paul Bunyan site at Bemidji, Minn." This interesting picture was taken by Miss Elsie Panter (Dept. 379) while on her vacation.

"D" "Donald and James" cooling off at Emma Lake. Master Donny is the son of Mr. N. Armstrong (Store Maintenance) and Master Jimmy residing with Mr. and Mrs. A. R. Brown (229 Dept. Head.)



MORE NEWS FROM THE ORDER OFFICES HUMBOLDT MELVILLE

We wish MRS. HAZEL COOK, formerly in charge at the Office, now in ill health, a speedy recovery.

First preparations for the soon coming winter are to be made at the Office. Both of the oil burners are to be cleaned and repaired. The outside of the building is to receive a needed coat of paint and undergo a few minor repairs.

ESTEVAN

Both MISS BLOOR and MISS MARKLINGER report an enjoyable holiday and are back on the job full of vim and vigor. A good thing as the new catalogues arrived on the scene August 22, so once again the fall rush has started.

While in Vancouver Miss Bloor visited the Mail Order Warehouse and was shown through the premises by Mr. Cyril Scarr.

NIPAWIN

Reporting from Nipawin MARGUERITE SCOTT and WILLIAM BRADSHAW although fresh with thoughts of past holidays, find work a little weary and seem to envy MISS DOROTHY Stubbs who is at present on her vacation.

A little man of tomorrow came into the store one day and asked our new salesman, MR. E. REDENBACH, whom we wish to welcome to our staff, if Eatons' kept beer bottles, when he was told we didn't stock them, he left rather disappointed.

MRS. KILLICK has returned from her holidays which she spent visiting in Fort William and Flin Flon.

MRS. KITTLE has also returned from her holidays which she spent remodeling her home.

We wish to extend our deepest sympathy to MISS W. MARR in her recent bereavement, the passing of her mother.

KAMSACK

MISS MARION REZANSOFF has returned from spending her holidays with her parents at home.

The heat in this part of the province has been terrific the last few weeks. For this very reason the new awning, as well as the fan have been put to extremely good use. However, cheer up, the fall and winter catalogues are out now and that usually means that winter is rapidly approaching.



By MISS MARY TERESCHUK

Greetings, fellow Eatonians and friends of Eaton's here and everywhere. Since incumbency to the Editorial Chair congratulatory messages have been showered profusely, all of which means that this encouragement should produce results MISS DAVIES has served nobly in this capacity until the time of her recent departure. We know that all the friends she has made while editing the Regina Section of our magazine will miss her—almost to the same extent as her own Regina friends. The new Editor does not promise to refill that place to the same full measure. She will only endeavour to relay, in her own peculiar style, newsy items submitted by the Editorial staff members—to whom she hopes to introduce you, in time, and to solidify the friendships already established through our section.

EDUCATIONAL TOUR

With the T. Eaton Co. Limited acting as co-sponsors in the First Western Canada Education Scholarship Tour, the Regina Store played hosts to the sixteen boys from Toronto schools who were student winners for 1949. Because the train was six hours late, a well-outlined programme had to be cancelled. However the boys were taken out to see a Model Farm of some 5,000 acres on which harvesting operations were in full swing. They were also escorted through the Legislative Buildings and had a meal on the cool grass of the Wascana Lake shoreline. At noon they were feted at the Hotel Saskatchewan. Some of their spare time in the evening was devoted to rambling around the city, taking in the places of interest. The boys left on the 11:05 train quite happy although their stay in the city was so limited as to time.

STOP, LOOK, AND COME!

MR. A. D. LESLIE of Dept. R244 has a timely bit of counsel. "Watch the Bulletin Board for notice of coming events concerning our Social Club," he says. And when Mr. Leslie says something he expects a full turn out so we are certain it will be a "bigger and better year than ever," to borrow his terminology.

OUR GRACIOUS VISITORS

Regina Store was delighted to have Mr. A. Y. Young, Winnipeg Mail Order Superintendent, and Mr. G. Latimer, Mail Order Department, also of Winnipeg, as visitors this month. We almost overlooked Mr. E. Saville our own Saskatchewan friend from Moose Jaw.

SYMPATHY

Our sincere sympathy to Mr. W. A. Hughes, Regina caretaker, now retired, in the loss of his wife on Monday, August 8.

STOP, LOOK, AND WALK AWAY!

This notice applies especially to the men of Eatons. That is, the men who might have been interested until—the diamond appeared on MISS EDNA BERG'S finger. Mr. Don Garven is the lucky man, we say. Congratulations, Edna! Don was a former Eatonian, employed in the Budget Office, and he is still of the opinion that there are no girls like the Eaton girls. It's nice to know that, "Scotty," but we don't want to be illusioned—you were referring to one and one only so we can't take you authoritatively.

GOLFING NEWS

In spite of the extremely hot weather and those Saskatchewan No. 1 pests — grasshoppers, of course — the birdies are still coming in. Competition No. 2 does promise to be a neck-and-neck affair (no participial endings inferred). MR. B. REVELEY suggests that competitors should not leave remaining holes to be filled in until the last week end, so fill in your pars in good time, one and all.

We understand that MR. SAM UDELL hit a mighty shot with a crosswind at the 16th hole at the Regina City Course, some 525 yards, but alas, no birdie. Ah . . . What a pity, Sam. Suppose that's no help. But perhaps we could quote Mr. Reveley for a helpful hint. Those last words should bring you from amateur to professional, Mr. Udell. Our little man says: "Those short clubs are the dominating factor when posting those birdies on your cards so handle those putters with a delicate yet firm grip. Better be up and over than short of the hole. The cups are all the same size, visional delusions aside. Boldness is the only course, so up and at them, Eatonians. Approach them with that sense of security you have with your Company and your customers!" There you have it, golfers. Keep this counsel up your sleeve, and start out the 1950 season with this spirit of determination and you'll go places—and we don't mean as a caddy, either!

The finals will prove exceedingly interesting this year because a great improvement has been noticed since the season's opening games. Competition No. 4 for the Store Championship, Match Play, will without a doubt result in many close matches, judging from Competition No. 1. MR. TONY POSYNIK, present champion, intends to spend a considerable portion of his holiday time on the links. That being so, he will be in excellent shape to defend his title. However, MR. NORMAN is also holidaying at present and has plans quite similar to Mr. Posyniak's. As runner-up for the championship in 1948, Mr. Denny Norman must have high hopes this year.

The girls are of particular interest on the golf course. We shall prove our statment! The girls have been getting pointers, have been proud of lower scores and are having their cards signed by the boys!

Following are the standings to date in Competitions No. 1 and 3. No. 1: Sid Bernard, followed closely by Don Kinghorn, Stew Dixon, Dick Priest and Tony Posyniak. Competition No. 2: Low hidden holes, Dick Priest in the lead with 3 points. High hidden holes: Bert Carley with 3½ points. Ladies: Low hidden holes, E. Rittinger with 2 points, D. Pitman with 1½, V. Zaharuk and G. Kinzel with 1. High hidden holes, D. Tilling with 2 points, E. Rittinger, 1½ V. Zaharuk and H. Hiscutt with 1 point.



THE HOUSE THAT ED BUILT!

MR. DIXON from Department 253 reports that one of the most interesting hobbies encountered in the hobby campaign was that of house building. Inset shows MR. E. TODD of Dept. R253 along side his hobbie-horse, excuse us, we meant hobbie-house. On being questioned Mr. Todd told us that the whole building was blue-printed, foundation laid, frame erected and house finished in SPARE time. (The energy of most Eatonians!)



Here's the catch, however. On further questioning Mr. Todd admitted that his wife did most of the brain work while he supplied the brawn. Nice team work, Mr. and Mrs. Todd, and an accomplishment to be proud of!

MR. C. SIMMONS, Dept. 272, asserts that we can look for big things from Roughriders this season as the stately American import DOUG BELDON, is now a fellow Eatonian, a furniture salesman, and enjoying it very much. More on Doug in due course.

FOR WOMEN ONLY!

MRS. L. HALL and MISS E. BRODT of Dept. 209 claim that Mr. Dixon is not the only one who has been attending to foundations. These young ladies attended a particular demonstration in the City and found same very educational and of interest to all women complaining of excess avoirdupois. In simpler language, this means anyone who hits the scales between 150 and 200 or thereabouts. These charming ladies are always so obliging and adept in their particular work and Eaton's is proud of them.

DEPARTURES

After two years of loyal service, MISS RENE LAW of Dept. 244, left Eaton's employ, Winnipeg bound. Miss Law was presented with a complete make-up ensemble from her fellow workers. Good luck, Rene, from each and every one in R244 especially, who will miss you immensely.

A GRAND EXHIBIT!

Dept. 256 were highly commended on a superior display of Electric and Coal Stoves at the Regina Exhibition, August 1 to 6th, inclusive. Dept. 370 displayed four modern rooms, completely furnished and decorated in a soft-toned colour scheme. Radios placed very well, also. All in all, Eatons of Regina were proud of the showing of these exhibits and they were well patronized by the public.

PHOTOGRAPHY

The best holiday snaps seen to date are those from MISS ILFRA CAMPBELL'S Album. Miss Campbell hails from Department R379 where great things have been going on. Seen Mr. McCormick's new 1949 Ford? Even if you have not seen that "beauty of a thing" you must have surely noticed Mr. McCormick's smiles. These would not be occasioned by the horse races, mind you. We heard the "no luck today" six are certain of it because we overdays in succession during Exhibition Week emanating from the cracks in the R379 Office. This is

terrible. That new car made us forget Miss Campbell's snaps, which appear below, and were taken at Banff, Alberta.



For a better presentation of the human and pictorial, animate and inanimate, scenic and portrait, check over your Photo Albums, Eatonians, and see if you can beat these.

HOLIDAY HIGHLIGHTS

MR. JACK SANTER, R229, took a 4,000 mile trip through the U.S.A., and B.C., which is a lot of travelling to crowd into a two-weeks vacation. Jack visited at Yellowstone National Park and saw "Old Faithful" at 5:30 in the morning. He visited friends at La-Grande, Oregon, and other points. Biggest thrill of the trip was going over the pass on Cooke Highway, elevation 10,946 feet, where you can make snowballs in July. (We defy anyone to prove this point by bringing some of those snowballs in their grips! Mighty hot, Regina way!)

Now the heat really has worked its tiring effects. May we leave the news of other vacationists to next month? We shall have a full slate of holiday goers then.

MISS DOREEN HUNTER from the Electrical Dept. left on the 13th of the month. We're not superstitious, Doreen, but we do wish that "13" is no unlucky omen. Mr. H. Selby presented Miss Hunter with a gift on behalf of the staff members of R267. We expect Doreen to give us the big news before we go to press next month!

ADIEU!

On Wednesday, August 18, Regina Store bade farewell to MISS ALICE DAVIES who has been in the employ of the Company since April, 1941. It would be futile to eulogize Miss Davies' devotion to duty, sincere application, and the fulfilment of every task at the secretarial desk. Of that we all are well aware. It would not be amiss, however, to go on record in our statements for Miss Davies as the pretty young lady whose gracious ways will not be forgotten and who will be missed by all who knew her in our Queen City of the Prairies, as well as by the personnel of Eatons in Regina.



Miss Davies at Work! (An impromptu snap.)



Miss Davies After the Presentation Ceremony.

On Monday, August 16, Mr. Maltby made the presentation of a Combination Radio and Record Player, plus the long white streamer containing the names of Miss Davies' well-wishers. To enhance the occasion Mr. J. Moore raided his flower garden for a large bouquet of rare-coloured gladioli, thus proving beyond a doubt, that "pretty Glads do not grow only at the Coast." Most probably Miss Davies will always think of Regina when she sees glads, henceforth, and we hope it will create a sufficiently nostalgic feeling some day to warrant a visit to Regina and the renewal of old acquaintances. All kind thoughts and good wishes for the future, Miss Davies!

And now, as a parting message, let Miss Davies speak: "I wish to express my thanks to Regina Staff Members for the beautiful gift—those trite words, "it is just what I wanted" really apply and I know that it will bring me a great deal of enjoyment and happiness and remind me of the pleasant associations and many wonderful people I met during my sojourn in Regina Store." To these words of humble gratitude Miss Davies added; and we quote further: "As past Editor of the Regina Section of the "Prairie Breezes," I wish to thank staff members for the help and co-operation they have given me. Please look me up when you come to Vancouver—you'll find my address on the "Prairie Breezes" Mailing List and I am looking forward to receiving the magazine monthly."



On Wednesday, August 17, the girls of the Executive Office held a little party all of their own at the Novia Cafe for Miss Davies. Here the group is pictured with Miss Davies at the extreme right. Note the corsage of roses worn by Miss Davies, a gift from the girls for the occasion, as also a lapel pin for a keepsake and a reminder of their affection.

CAN'T BE LEFT OUT NEWS

Auntie Gert from the General Office is excitedly awaiting the first snap of Richard John. We are sure that Ricky appreciates the warmth of the beautiful shawl he got from his Auntie and perhaps some day he will come out west with his proud parents and tell her so in so many "cooing" words. Of course, there is the proverbial "Aunt Mary" around, too, but Gert is the excited one, seeing it is the first grandchild on the Kinzel Family Tree. We don't blame you one bit, either, Miss Kinzel.



By MARY CRANE

SO GLAD TO SEE YOU

It is always a pleasure to see and visit former staff members and the holiday season brought a goodly number of them back to Moose Jaw this year.

Mr. and Mrs. W. Woods, Regina Store.

Mrs. E. Berg, Swift Current.

Mrs. Eva Toombs, Vancouver.

Mrs. Fanella Hames, Calgary Store.

Lois Duffus, Calgary.

Mrs. W. Cruden, Morden, Manitoba.

Ron Marvin, en route to Toronto.

Mrs. Betty Mason, Winnipeg.

Mrs. Chris Smith (nee Lois Hamilton)
Brantford, Ontario.

Next best thing to welcoming them in person is to hear from them by mail and recent notes with greetings to all staff members were received from —

Mrs. Dorothy Carlson, Kelowna, B.C.

Frances Burnett, Grand Rapids, Mich.

Kay Hanson, Vancouver Store.

Edith Fraser, New Westminster.

Karin Aronson, Salt Lake City.

Mrs. Margaret Shoecraft, Toronto.

Mrs. M. D. Sutherland (nee Bernice
Neff) Biggar, Sask.

Mr. Carmen Anderson, Calgary Store.

MOOSE JAW GUEST BOOK

Headed for the States on vacation, MR. BERT WEBB, Head of S260 was a recent store visitor.

MR. D. KINNEAR, Winnipeg Tickets, recently retired, stopped off for a short visit at the store en route to a pleasant sojourn at the West Coast. So glad you both took time to include Moose Jaw in your itinerary.

HERE AND THERE

Congratulations to MR. and MRS. ROY JOHNSON of Vancouver on the arrival of a baby son, Alexander Brent. Mrs. Johnson was the former Patricia Johnson of Department 236.

MR. E. M. SAVILLE, Store Manager, was a special guest at the recent Postmaster's Convention held in Regina.

JEAN BESSETTE from the Hosiery Counter looked strikingly smart in an ensemble of grey, blue and pink while serving at her brother's wedding recep-

tion. MR. JIM THOMPSON, Department 270, was vocal soloist.

It is so nice to see ELSIE HALL back at her stand in Lingerie Department 244 after a short spell in hospital and minus her shoulder cast. JUNE WEYER, Lunch Counter, looks like a member of the Coldstream Guard — very becoming June!

Through the kindness of Elaine Smith, MR. BILL MARTIN, Brandon Store, sent greetings to all staff members and we are pleased to add our special greetings to little Diana who will soon be celebrating her first birthday.

SHEELAGH WEST, Budget Office, got a double thrill out of being bridesmaid when the two Willis girls were married in Calgary, August 20th. The biggest thrill of all was when Sheelagh caught the bride's bouquet and was the envy of all the eligible bachelor girls present.

It was Saskatoon's good fortune when GORDON DOBBIN, Assistant Manager of Foodateria in Moose Jaw was transferred to a similar position in the Hub City. Congratulations are in order again as he has recently been appointed Manager of the Foodateria in the Port Arthur Store. Gordon, our best wishes for much happiness and more success along the way.

MAN OF THE HOUR!

We are exceedingly proud of all staff members who took an active part in the recent I.C.S. Retail Selling Course and offer congratulations for their splendid individual showing.

The man of the hour, however, was ALF CROSS, Assistant Manager in the Shoe Department who made an "A" for all five lessons and scored between 85 and 89 on the final examination.

Alf was awarded a prize in the Western Division and his picture is featured in September issue of Contacts.

For bringing honor to the store and himself, Alf, we congratulate you.



SPARKLING NEWS

EVELYN CANN (Sub Post Office) and JEAN GERRIE (Meat Counter) have been going about their work with eyes as bright as the diamonds on their third finger left hand.

The man in Evelyn's life is Claude Closs and the lucky man in Jean's romance is John Bunnell. Both grooms-to-be are Moose Jaw boys and we sincerely hope that they will keep their brides of the near future shopping at Eaton's.

Our congratulations and best wishes for every future happiness.



Evelyn Cann



Jean Gerrie

PLAY BALL

Larry is ready and waiting and Mom, a former Eatonian, is most likely the star catcher. Mrs. M. D. Sutherland, nee Bernice Neff, was a member of the Foodateria Staff and quite recently moved to Biggar, Sask.

We were delighted to receive Bernices' note with snap enclosed and do hope other Eatonians will favor us with pictures of themselves or their families to feature in the "Mail Bag" as we are always interested in your personal welfare and whereabouts.



TELEPHONE TECHNIQUE

It is common courtesy to answer the phone promptly. When the call is for someone not immediately available, take the message and have the person wanted call back, rather than have the caller wait. Remember, precious time can be lost by having someone wait.



MEET THE CARETAKING STAFF

Contributing factors to the successful management of any retail store are to be found in the services of an efficient Caretaking Staff.

Most of their jobs take place behind the scenes, through the quiet of the night, or on the spur of the moment as the occasion arises. For the most part these duties are taken for granted but come an emergency and one's first thought is — "Ring for the engineer" — Call the caretaker" — or "Summon the Rest Room attendant."

These reliable workers are familiar with every nook and cranny of the establishment and keep things in top drawer order.

On entering the store the first person to greet you in the morning and the last one at night is the trusty Caretaker, whether it be Mr. Colin Bond, Mr. Percy Douglas or Mr. Angus Henderson.

The spick and span look about the store is due to the ever watchful eye of Mrs. Morrison who has the comfort of the public and staff at heart and Cliff Hunters lends a strong hand for the heavier work.

When you meet Roy Williams you immediately think of the man behind

the light, heat and power facilities and the general direction of the Caretaking Department is ably conducted by the Chief Engineer, Mr. Alf Shears.

To one and all we say a special "Thank You" for the comforts enjoyed through your efforts in a well run organization.



I.C.S. YORKTON WINNERS

Also a winner in the I.C.S. Retail Selling course was M. C. Yanke, a commissioned salesman at Yorkton, and proud we are to salute a capable Eatonian from one of our Order Offices.

Pictorial Slants on Holidays For Moose Jaw Eatonians



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(1) The War Memorial at Watrous, Sask., made an impressive background for holidayers from Department 212—Mabel Plunkett, left, and Wilma Sjoberg, centre. Marjorie Plunkett, Mabel's twin sister, made the trip with them.

(2) Taking off from Department 241 Mrs. White's trip east included a visit with her daughter, Mrs. Gordon Brown at Essex, Ontario. Looks as though wee Bobbie was also delighted to see his grandmother.

(3 and 4) Banff claimed two of our vacationers. On the return trip from Lake Louise Janet Grayson, Department 260, had her picture taken near Mount Eisenhower Camp Grounds. Pat Hopps, Department 253, side-tracked off the golf course at Banff to scale a small rock. You should see the picture of Pat trying to get back to the terra firma.

(5) Elaine Smith, Advertising Office, hiding behind June Weyer, Lunch Counter, journeyed together to Elaine's home at Oak Lake, Manitoba. Mrs. Smith's pet hobby as you can see is raising gladioli, all five hundred of them.

(6) When three families vacation at the same place at the same time everyone has a wonderful time. Ask any of the boys about the holiday at Kenosee, one of Saskatchewan's Provincial Parks. Reading left to right: Terry McBride, Hugh Hammond, Ricky and Brent Batting.

(7) Mrs. Rose Hawes, Department 244, relaxed at her home and enjoyed her free time with daughters Elaine and Pearl. Moms the one in the middle.

(8 and 9) Ted Dempsey, Head of Despatch, is no stranger to the staff but his daughter Rose is a recent newcomer to the personnel of Department 253 and we do wish her every happiness in her new job. The Dempsey family spent their two weeks with pay at Regina Beach just a-loafing — a-swimming — and a-fishing.



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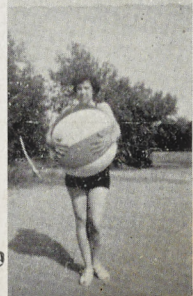
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